



## AIM New Subscribers - Moms & Infants

Date: 06-NOV-09

|                                  | New Subscribers |     |      |     |       |     |       |     |     |     |     |     | Total  |
|----------------------------------|-----------------|-----|------|-----|-------|-----|-------|-----|-----|-----|-----|-----|--------|
|                                  | 2008            |     | 2009 |     |       |     |       |     |     |     |     |     |        |
|                                  | Nov             | Dec | Jan  | Feb | Mar   | Apr | May   | Jun | Jul | Aug | Sep | Oct |        |
| Enrolled Moms                    | 977             | 921 | 769  | 839 | 1,049 | 967 | 1,053 | 884 | 939 | 955 | 841 | 896 | 11,090 |
| Monthly Total Program Enrollment | 977             | 921 | 769  | 839 | 1,049 | 967 | 1,053 | 884 | 939 | 955 | 841 | 896 | 11,090 |